

RELATIONSHIP MARKETING
The Ultimate Automatic Customer & Attraction System

Appreciation Beats Self Promotion

Send Out Cards has defined a whole new meaning for customer follow-up. It involves **Powerful Acts of Kindness**. These are merely expressions to another human being that are appreciated, wanted, loved, and remembered.

It's all about making someone else feel good:



Personal, heartfelt greeting cards
touch people's hearts and minds...
...they leave a lasting impression
that is not soon forgotten.

RELATIONSHIP MARKETING

The Ultimate Automatic Customer & Attraction System

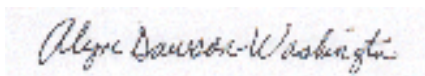
- **With our new Editor, you can use eight different layouts to write your message. You can upload up to four pictures on one side of the card. Be creative and make designs for the inside of cards.**
- **Wholesale: the cost to send a postcard is .31 cents, a greeting card is .62 cents, a greeting card with up to five uploaded photos is .93 cents, and a Tri-Fold card with up to nine photos is \$1.24.**
- **Retail: the cost to send a postcard is .49 cents, a greeting card is .98 cents, a greeting card with up to five uploaded photos is 1.47, and a Tri-Fold card with up to nine photos is \$1.96.**

TRY IT FOR YOURSELF FOR FREE...

I don't expect you to sign up for a service just from reading this report. However, I'm sure you would want to see how easy it is to use and to see the quality of the cards for yourself, so here are four ways to do so:

1. Call me at **219-487-5197** or **219-951-7396** (cell) and let me set you up with a free sample account. I'll show you how to send out some cards so you can see their quality and how easy it is to do. In fact, if you have a 300 dpi resolution jpg image ready when you call, I'll show you how to put it on the front of a card and send it in just a few minutes.
2. Email me at MsAlyne@Yahoo.com. Include your telephone number, time zone, and a good time to call you. I'll call you back.
3. Send your information to me via first-class mail to the address below.
4. If you are ready to send a free card by yourself, follow the automated walkthrough at: <http://www.SendRealCardsToday.com>

All the Best,



Alyne Dawson-Washington, 219-487-5197
PO Box 64182, Gary IN 46401-0182

www.SendRealCardsToday.com
MsAlyne@Yahoo.com

RELATIONSHIP MARKETING

The Ultimate Automatic Customer & Attraction System

What gets rewarded gets done. If someone gives you a referral and gets a sincere thank you note from you along with an appropriate small gift, they will be more inclined to send you another referral.

Set up your thank you card for a referral and also whatever small gift card, gift or even an American Express Gift Card (for those 'hard' to please customers) – that you would like to send. Have your office help make it a policy to send out the card and gift automatically whenever a referral becomes a customer or after each job you do.

How The *Send Out Cards* System Works & What It Costs

Here are a few features of this system:

- **There are 13,000+ stock designs** you can use to send either a greeting card or a postcard
- **These are real quality** cards sent in the postal mail (via First-Class) with a handwritten envelope and a real stamp, not e-cards
- **You can send out handwritten, personal cards automatically** for birthdays or other occasions that will be sent out 7 days before every birthday automatically for as little as 62 cents per card, plus postage
- **Cards can be UV coated for free**
- **Cards are all printed on recycled paper**
- **You can insert gift cards** good at Starbucks, Wal-Mart and 10 other retailers in different dollar denominations as thanks for a referral or any other reason
- **You can send a gift card or gift with your card.** Just imagine the ability to send a gift and at the click of your mouse
- **You can set up a sequential campaign of cards** to go out to all your customers one time or in a sequence that you determine. They will go out automatically all year long without you doing anything
- **A font will be created from your handwriting** and 4 different signatures will be scanned in and digitized so your cards are in your handwriting
- **You can upload a photo, make a custom card and send it in less than 2 minutes** (it's as easy as sending an email with an attachment)

RELATIONSHIP MARKETING

The Ultimate Automatic Customer & Attraction System

Have you ever heard of Joe Girard?

Joe was the Guinness Book of Records "**Best Salesman in the World**" for 12 years in a row. So, how did he win that honor for 12 years in a row?

He only used one marketing technique - all he did was send out personal, handwritten greeting cards to all his customers – every month. Back then, there was no automated system available so he had to hire a staff of women to write, stuff, and mail the cards. Before he retired, he was sending out 16,000 cards every month and when there was no other way to do it than by hand.

100% of Joe's business came from referrals.

10. **Thank People For Doing Business With You**

When was the last time someone sent you a personal note thanking you for doing business with him or her? When you do this you stand out from everyone else as caring more about your customers.

This is how you create the "**WOW**" type of business that creates a buzz and get you a steady stream of referrals.

Our **Send Out Cards** System will also allow you to include gift cards from Starbucks; Barnes & Noble; Wal-Mart; American Express; Bed, Bath & Beyond; Blockbuster; Home Depot; and 5 Restaurants in one and the Options (Old Navy, Gap & Banana Republic – all on one card)... more being added.

Gift cards can be in denominations of \$5 - \$50 depending on the company. It's an easy way to say "Thanks" and send a small gift all in one click from your computer.

But that's not all; we have gifts for newborns, family members, gourmet gifts, business books & audios, and lots more that can be sent with a card. The cost range from \$12 to \$80 and is an inexpensive way to acknowledge someone. All come gift wrapped with your personal handwritten note under the ribbon. Then they are packed in a box with recycled shavings and mailed. Shipping applies.

11. **Thank People For Giving You A Referral**

So, when was the last time you received a handwritten greeting card or note from a business you do business with thanking you for the business or a referral you gave them? If you are like most people, your answer is "not often".

RELATIONSHIP MARKETING

The Ultimate Automatic Customer & Attraction System

You spent good money to get the prospect to inquire, don't lose the potential client to someone else for a lack of keeping in touch. Send them a monthly greeting card so you will be at the top of their mind when they are ready to buy.

7. **Use a Card As A Newsletter For Your Customers Or Prospects**

Since the **Send Out Cards** System automatically sizes text to fit the space. You can write a newsletter, including photos or graphic uploads, and include it on the inside of a card.

One of my church organizations created monthly seasonal card campaigns that had a personal handwritten message from the Pastors for the 'Sick and Shut-In' members. We told them what to do, why to do it and how to do it.

Create a monthly newsletter with helpful tips in the form of a greeting card. Because there is a handwritten note inside along with tips with no commercial message, the cards will be very well received. (One company sends handwritten messages of financial tips and tricks during the tax season – but nowhere in the card does she say 'give me a call' in the card... but they do!)

8. **Use A Targeted Customer Reactivation Card Program To Get Back Customers You Haven't Seen In A While**

We have cards for you to use that are designed specifically to do this. What good is a system to send cards if you had to create the cards yourself. You can, but you can also use any of our 13,000+ stock cards.

The reactivation cards for lost customers are cute or funny and in no way too serious. Remember you can convey a serious message in a lighthearted way and it will be better received. Our Picture Plus™ software allows creativity.

9. **Ask For Referrals**

You probably already know intuitively that a referral from a friend or satisfied customer is a much better lead than one you get from an ad. But do you know how to create a constant stream of referrals into your business?

Really, all the different strategies we are discussing will bring you referrals in a systematic way, but we also have different greeting card campaigns using different ways to ask for referrals. All of these campaigns are included when you sign up for the automated system. Use whichever ones you think are most appropriate for your customers.

Because they are systems, once you set them up, they are sent without you doing anything!

RELATIONSHIP MARKETING

The Ultimate Automatic Customer & Attraction System

And this is a common problem.

An amazing study showed that although over 90% of people surveyed were happy with the service they got from the business types surveyed, 92% had forgotten who it was they did business with when they needed their service again!

Sending a few cards a year would keep that from happening, but nobody does it! Most businesses spend their entire marketing and advertising budget trying to get new customers, but nothing to keep and nurture the ones they already have.

And, if that's not enough, another interesting study was done recently to find out why most businesses lose customers and here are the shocking results:

1% die, 3% move away, 5% follow a friend or relative's advice and change suppliers, 9% change because they perceive a better value is available elsewhere, and 14% change because of product or service dissatisfaction. All these only add up to 32%, so what about the rest?

You are not going to believe it, but **68% leave because they didn't feel "wanted" or "valued."** This number should be zero! If you are not contacting all your customers frequently to thank them for their business, thank them for a referral, say "happy birthday" or tell them about a new product or service you offer, they'll leave.

5. **Up sell, Cross-Sell, And Introduce New Products**

Using a greeting card is an excellent way to call attention to any new products or services you offer – and do it in a personal and non-threatening way.

Use a holiday card on the outside and put photos of your new products or services in the inside. Upload your business card with your contact info so they know it's from you.

6. **Set Up A Sequential Campaign To Stay In Touch With Your Prospects Until They Are Ready To Buy**

Marketing statistics say that only 5% of your prospects are ready to buy at the moment they initially inquire about your services. The other 95% are somewhere along the continuum of just starting to think about it to having decided they need a specific service, and now the question is which one?

RELATIONSHIP MARKETING

The Ultimate Automatic Customer & Attraction System

2. **Keep In Touch With Your Customers On Holidays**

With our **Send Out Cards** System, you can upload your customer list into it and send handwritten, personal cards to hundreds of people – with just one click – and for about \$1.00, plus postage.

Don't just do Christmas cards – send Groundhog Day cards, Thanksgiving cards and cards for other holidays when no one else ever sends a card. The **Send Out Cards** System has over 13,000 different stock cards you can use – or you can create your own from digital photos in just a minute or two.

When you send a card that makes someone smile or laugh, and it doesn't try to sell them something, then that's the personal touch that builds relationships.

3. **Set-Up A Birthday Campaign To Send Your Customers Cards On Their Birthdays**

This can be done automatically, too. Some businesses have grown their business into multi-million dollar businesses with this strategy alone. All you need to do is upload the customers and their birth month and day and the system will send out individual personal cards in your handwriting one week before their special day. The same applies to Anniversaries

You never know... your card might be the only card they get on their birthday. Just don't ruin the effect by trying to sell something – make it a personal, heartfelt message only!

The **Send Out Cards** System gives you the ability to collect and maintain birthdays and anniversaries through its dynamic Contact Manager. There are many different ways to obtain birthdays for your clients if you don't have them. The important thing is to start collecting them as you go. Our system does not require the year, just month and day.

4. **Keep Your Customers From Forgetting About You**

All these strategies will help your customers to remember you and feel they are getting a level of service from you they have never experienced before and here's an example of why you need this...

I was talking with a business owner that had just found out one of her previous customers went somewhere else when they needed another job done.

The owner had done great work for her and the customer loved her work of three years. But she found out they forgot who she was! What a shame. That could have been prevented for about a \$1.00 per year, plus postage.

RELATIONSHIP MARKETING

The Ultimate Automatic Customer & Attraction System

STRATEGIES FOR BUILDING YOUR BUSINESS WITHOUT ADVERTISING:

1. Send Cards To Your Customers With Their Pictures On The Front Of The Card...

...Card Dealerships with your customer in front of their new car, Real Estate Agents of your customers in front of their new home, Clients showcasing their new makeover, an employee's picture receiving an award, Customer's family as they visit your business or home, etc. **Use your imagination.**

Now imagine this for a minute....

Put yourself in the place of one of your customers who has received a personal card from you with a picture of yourself or your children. What would be your reaction if you received a greeting card with a photo of your kids on the front of the card for their birthday, a holiday or some other special occasion?

I'll give you a hint.

People will **never** throw out a card that has a photo of themselves, their spouse, kids or pets on it. In fact, since you took the pictures, and they probably forgot they were taken, you will have that **shock factor** when they see the picture on the front of a card.

And that's not all, if the handwritten message inside is personal, and is not an advertising promotion trying to sell them something; you build a personal rapport and trust with that person.

Whenever I send out cards with photos of my customers, their kids or pets on them, I always get a call telling me it was the best card they ever received and they have it up on their mantel... What would most businesses be willing to pay to get that reaction from one of their customers about something they mailed?

You will send them the best card they ever get and they will show it around to all their friends and tell them what you did. Not bad for about \$1.00, plus postage. And the **Send Out Cards** System will do it for you. Set it up once and forget it. They can get an anniversary, birthday, or holiday card each year for the next four years.

RELATIONSHIP MARKETING

The Ultimate Automatic Customer & Attraction System

Most small businesses and entrepreneurs spend what they can afford to attract new clients and do not spend much or any of their budgets on solidifying their relationships with their current customers.

All the Business Owners I have talked with tell me that if they track the results of their advertising at all, their results are not good. That's no surprise because they are experts at their specific business, not at marketing.

As small or large business owners, we all know it makes sense to keep in touch with our customers. But who has the time to call all their customers every month or even every quarter?

Now, the same Internet technology that allows people to Google products and services of your competitors will actually benefit you. Our system allows you to automate building personal relationships with your customers! But before discussing the technology, let's explain how it will build your business for you without spending any money on advertising.

It's all about customer relationship marketing. You may have heard of customer relationship marketing but you may not have been really clear on what that means or how to do it. The goal of relationship marketing is threefold:

1. **It will build increased trust and friendship** with your network of customers, prospects and acquaintances (let's not overlook family).
2. **It will allow you to provide "WOW" service.** "WOW" service is so far outside the norm, that customers will go out of their way to tell their friends about you. These days, a business that keeps in close, personal touch with their clients is that kind of business.
3. **The result of these first two is that your customers will think of you very differently.** Instead of someone saying to a friend I know "a business" they will say, "call my preferred business". This is a subtle difference in wording but a world of difference in meaning.

RELATIONSHIP MARKETING

The Ultimate Automatic Customer Retention & Attraction System

*“People will forget what you said,
People will forget what you did,
But people will never forget,
How you made them feel.”*

- Maya Angelou

Celebrating *People* for a Lifetime!

SendOutCards™

“Changing Lives... One Card at a Time”

Alyne Dawson-Washington
Independent Distributor 6008
PO Box 64182, Gary IN 46401
www.SendRealCardsToday.com
MsAlyne@Yahoo.com
219-487-5197 or 219-951-7396

